



ZoomInfo for the Marketing Operations Professional

FIVE-SECOND OVERVIEW

ZoomInfo helps marketing ops professionals achieve some of their most pressing objectives: monitor and maintain database quality to improve segmentation and measurement. Experts in the industry for over 15 years, ZoomInfo's database leverages over

220 million businesspeople and 12 million company profiles. The company's Growth Acceleration Platform dynamically helps marketing ops cleanse, organize and evolve their database into a valuable portal that supports marketing and sales initiatives.

Improved Results

Prospect Database: 100,000 names	Before ZoomInfo	After ZoomInfo
Usable Records	75,000	90,000
Inquiries (2% response rate)	1,500	1,800
Marketing Qualified Leads (MQLs)	59	88
Sales Accepted Leads	34	58
Sales Qualified Leads	17	28
Closed/Won Business	3.9	6.5
ASP: \$50,000	\$195,000	\$325,000
ASP: \$150,000	\$585,000	\$975,000

So what? You'll increase lead volume and close more deals with ZoomInfo. That's a 67% increase in revenue.

Source: SiriusDecisions

WHY ZOOMINFO'S DATA MATTERS

ZoomInfo gives you more accurate marketing data, and then it puts that data to work – fast. ZoomInfo's real-time data cleansing tools help marketing ops organize their customer-base by target market or account type to develop and execute segmented campaigns that speak to specific industries or personas. ZoomInfo's data appends your existing database into a marketing and sales data powerhouse that allows sales and marketing to work together; finding, engaging and tracking more opportunities that create profitable growth.

"The accuracy of ZoomInfo data is unmatched, and it has fueled greater

success for C-Level and our clients," said Jay Flanagan, Lead Generation Manager, at C-Level Connections. "We now consider ZoomInfo a fundamental investment for our organization."

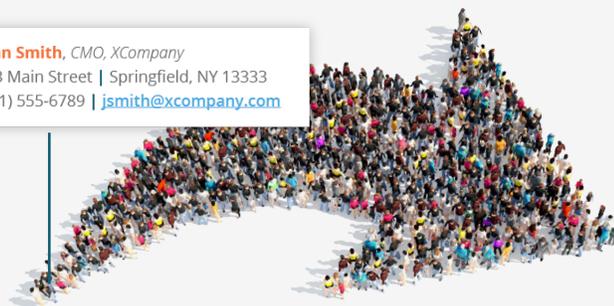
From robust integrations with popular CRM and marketing automation platforms to tools that protect your data's integrity, ZoomInfo's dynamic data platform for better, data-driven marketing is always at your fingertips. By incorporating ZoomInfo's transparent engagement methodology, you're ready to fill the holes in your existing database and ensure incoming (and outgoing) data is always current and correct.

ZoomInfo's Coverage

Millions of Users Contributing Data



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zoominfo®

50K

New contacts added daily

45M+

Direct dials

3M

Contacts updated daily

12M+

Company profiles

86M+

Email addresses

8K

Technology Attributes